

Colorado Workforce Development Council (CWDC)

BUSINESS OUTREACH AND MARKETING (BOAM) COMMITTEE MEETING

Office of Workforce Development
1313 Sherman St, #521
Denver, CO

March 9, 2005
8:30am – 10:00am

Meeting Summary

In Attendance:

Members:

Tom Allee (via teleconference), Skip Paterson, Sue Carparelli, Kelly Manning
(proxy for Brian Vogt)

Council Staff:

Aron Diaz, Glenn Little

Others:

Celina Shands (via teleconference)

Meeting:

I. Statewide Marketing Initiatives

Discuss with the Taskforce about getting testimonials from
businesses regarding their workforce center experiences

What is it that the BOAM Committee has to offer the workforce
system?

There isn't an effective, cooperative approach to marketing right
now. What are the market segments that should be focused on?
There needs to be more happening then just filling job orders; the
Business Services Plan.

Ask the Taskforce what reports will come from the Business
Services Plans, then report back the results to the Committee and
the Council.

Small businesses have different problems and challenges than larger entities. There needs to be a tailored message to each specific client. At the same time, the workforce system needs to fight the stigma that candidates from workforce centers are not employable.

Currently, people don't know what services are available or where to go to get employment help. CDLE is working on the e-Colorado Portal that will have an online needs assessment to point businesses in the right direction on where to find resources. There will be resources listed on how to keep a business afloat for one to 10 months, then another segment outlining what it takes to keep a business going for one to five years. The Committee and Council needs to partner with the workforce centers to make sure that marketing efforts are not being duplicated.

Workforce centers are beginning to look at what resources they can develop and access with their business partners and are trying to cross-market their available resources.

There should be an interconnection between the Business Services Group and the Marketing Taskforce. There is a marketing component in the Business Services Plan training. The BOAM Committee will complement what the training is providing.

The key to workforce center success is to make the process simple for people, e.g. Tri-County helping a small landscaping company find seasonal help through their Youth Job Fair. The marketing message needs to be more tactical.

II. Workforce Development Month

The regions still want to hold Workforce Development Month activities. They are working on getting a new Proclamation from the Governor. The six Metro regions are working more closely together. They have decided that they don't want two events (E-3 Job Fair and the Small Business Symposium). They will produce one large event with employer and business workshops. The theme centers around starting, growing, and maintaining business and career. The workshops in the morning will be geared toward businesses. There will be a luncheon with a Keynote Speaker. They're trying to get Bill Rancic from The Apprentice (they want someone with broader appeal; not Ed Barlow. They will extend the hours of the job fair to start mid-morning and go into early evening. There will be a limit of 400 tickets for the luncheon. The event will be held at the Merchandise Mart. There will be workshops for job

seekers in the afternoon, centering on interview skills, resume tips, etc.

Who is in charge of Workforce Development Month? The Taskforce in conjunction with CDLE and OWD plan the event. Planning the Workforce Development Month activities is a great leadership development tool. It is important to ensure that the right content is flowing throughout the event. The Workforce Development Month process should be a self-sustaining system. Celina and Aron spearhead the direction of the activities, but let the Taskforce take the reins (they are in more of an advisory role).

The Taskforce will be working on themes and events for September. The BOAM Committee should have one to two people to work with the Taskforce. The Communications Toolkit has themes and responsibilities outlined. Celina will be renewing and updating the Communications Toolkit.

With regard to September being Workforce Development Month, ultimately, you're trying to promote that workforce centers are the experts in employment for businesses and consumers. That wasn't the focus last year. Use the lessons learned from last year's events.

The Metro WIBs are interested in working collectively, but don't want to lose their individual identity. Aron and Celina are working with and coaching the Metro group. They are working to avoid the money issues that occurred last year. The Directors are more involved this year and the process is starting earlier this year. There will be a charge for the luncheon and a resource guide is being produced to include articles on workforce development. Sponsorship packets are being put together to entice support from private entities. Packages will include advertising in the resource guide.

How do you get the Committee more involved? How do you create a model for Workforce Development Month? One or two people from the Committee should produce a report from the Taskforce, allowing the Committee to drive initiatives. How do you create more effective linkages? Simplify messages and there needs to be more engagement.

What could the BOAM Committee roles be? Give presentations, interviews with the news media, be Taskforce ambassadors, and assist in obtaining business sponsorships.

The leadership of the BOAM Committee needs to be involved. Members should attend Workforce Development Month meetings. One effective partner in this project could be the Colorado HR Association.

III. Comments on Vision Letter

Pertaining to the three objectives outlined in the Vision letter, two members of the Committee should spearhead one. This would cause people to be more engaged, producing a better project in the end. People need to sign up for these projects and really own them; they need to be designed and produced.

Kelly Manning will work on Workforce Development Month and Les Watkins may want to be involved in this area.

Skip will work on the Marketing Certification and Tom Allee will get involved in this objective as the Chair.

Sue will work on Unsolicited Federal Funding and Mary Beth would also be good for this.

Projects would be presented to the Council to get broad-based involvement on the Certification and Unsolicited Funding projects. There need to be definite linkages with the Strategic Planning Group as it relates to the BOAM Committee's direction.

Assigning people to tasks produces ownership, and if people are not given specific direction and defined tasks, nothing gets done. Someone from the BOAM Committee, the Taskforce, and a Director should be involved in the Vision objectives.

Aron will talk to the Taskforce about the three outlined objectives. Skip and Sue will make a presentation to the Council on the 23rd.

Identify people at the Council meeting that will be involved in the three objectives.

Skip and Sue will call BOAM members between now and the Council meeting to get them on an Objective Sub-Committee.

Will get on the Directors' Meeting agenda to discuss the Committee's vision.

IV. Financial Report

Finances are at the same place as previously reported; there are no new projects at this time. Only four of the eight regions have submitted Scopes of Work for their marketing funds. Should discuss marketing funds status at the next Directors' Meeting.

Funds should be made available for the Committee's three objectives (seed money). Release up to \$500 to get the sub-committees' activities started. This proposed spending was moved, seconded, and approved. A copy of the DOLA Fiscal Rules will be sent to the Co-Chairs so that they are aware of what are allowable expenses.

Linda Perez sits on the Marketing Taskforce and Tom Miller is on the Metro Region Group. They should be contacted to find what they are looking for in marketing support.

V. Other Topics/General Discussion

The Full Council meeting is on the 23rd of this month and a two to three minute video presentation will be put together for Workforce Development Month.

Review the Council presentation prior to the meeting. An e-mail notice will be sent out confirming a meeting on the 21st for an hour at OWD at 8:30am.

The June BOAM Committee meeting will be at the OWD office.